

Media Inquiries Holding Statement Worksheet

How to use the worksheet:

We've put together 8 holding statement examples that should apply to most organizations in a crisis or almost-crisis scenario.

Read through each scenario and consider what unique elements your organization would bring to the example. Then try creating your own version, using the example as a base but including your unique elements and keeping your company's tone of voice front of mind.

HOLDING STATEMENT EXAMPLE – GENERIC

We have recently been informed of a [what happened] at [location] involving [who] that occurred today at [time]. The incident is currently under investigation, and we are working to gather more information. Further updates will be provided as soon as they are available.

YOUR VERSION

HOLDING STATEMENT EXAMPLE – GENERIC 2

At approximately [time], an incident occurred at [location] that is currently under investigation. We are working diligently to assess the extent of the [damage, injuries, etc.]. At this time, we can confirm that [general information that is certain. Delete if no confirmed info is available].

The safety and well-being of our employees, contractors, and neighbours are our top priority. [Expression of compassion/concern if appropriate]. We will provide updates as more information becomes available through [website address] and regular media briefings.

HOLDING STATEMENT EXAMPLE – OFFENSIVE MARKETING CAMPAIGN

We have received feedback indicating that our recent marketing campaign, [description], has upset and offended many people. This was never our intention, and we deeply regret the misjudgment in [description of offense]. We sincerely apologize for any distress caused by this campaign.

Moving forward, we will be much more careful in creating campaigns that align with our company’s values and mission. We appreciate your understanding as we strive to do better.

YOUR VERSION

HOLDING STATEMENT EXAMPLE – CUSTOMER SERVICE ISSUE

We are deeply committed to serving our customers and recognize that we have fallen short of that commitment. We are dedicated to making things right and have implemented a plan to 1) make amends and 2) prevent this situation from happening again. Ensuring every customer has the best experience with us is our top priority. Here are the actions we have already taken:

- [Action 1]
- [Action 2]
- [Action 3]

We encourage any customer with concerns to contact us via [email address].

YOUR VERSION

HOLDING STATEMENT EXAMPLE – SUPPLY CHAIN ISSUE

We regret to inform that a disruption in our supply chain has impacted the availability of [product]. This disruption is due to [specific cause, e.g., a supplier issue, natural disaster].

We are working closely with our suppliers and logistics partners to resolve this issue as quickly as possible. We apologize for any inconvenience this may have caused and appreciate your patience. For further updates, please visit [website] or contact our customer service team at [email].

YOUR VERSION

Hopefully, this exercise has given you some good examples you can use in the future when responding to media inquiries.

If you're looking for a tool that can help you respond to media inquiries in a more streamlined, consistent way, try Presspage Connect! It's free for the first 3 weeks giving you plenty of time to figure out if it's right for you. Try it today!



The banner features a dark blue background with a yellow 'NEW' badge in the top left. The main text reads: 'Looking for the ULTIMATE media inquiries solution? Try Presspage Connect for free!' Below this is a yellow arrow pointing to the URL 'presspage.com/connect'. On the right side, there is a screenshot of the 'Assign Inquiry' interface, showing a dropdown menu for 'Assign to' with two options: 'Jill Parsons' (unselected) and 'Jana Dobbs' (selected). A yellow arrow points from the top right of the banner towards the screenshot.

